

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Return On Assets*, *Return On Equity*, dan *Debt to Equity Ratio* terhadap harga saham pada perusahaan perkebunan yang terdaftar di Bursa Efek Indonesia. Jenis penelitian ini adalah penelitian kuantitatif. Sampel penelitian diperoleh dengan menggunakan metode sampling jenuh, yaitu teknik penentuan sampel apabila semua populasi digunakan sebagai sampel. Berdasarkan metode sampling jenuh terdapat 6 perusahaan. Metode analisis menggunakan statistik deskriptif dan statistik inferensial.

Berdasarkan hasil dari statistik deskriptif diketahui bahwa *Return On Assets*, *Return On Equity*, *Debt to Equity Ratio* dan harga saham berada pada kondisi yang cukup baik.

Hasil uji asumsi klasik menunjukkan semua variabel yang digunakan memenuhi asumsi dan tidak terdapat pelanggaran, demikian juga hasil uji kelayakan model menunjukkan bahwa model regresi yang digunakan layak untuk digunakan. Uji hipotesis menunjukkan bahwa *Return On Assets* berpengaruh signifikan terhadap harga saham, sedangkan *Return On Equity* dan *Debt to Equity Ratio* berpengaruh tidak signifikan terhadap harga saham.

Kata Kunci: *Return On Assets*, *Return On Equity*, *Debt to Equity Ratio*, Harga Saham.

ABSTRACT

The research aimed to analyze the effect of Return On Asset, Return On Equity, and Debt to Equity Ratio on the share price of plantation companies which were listed on Indonesia Stock exchange. While, the research was quantitative. Moreover, the sampling collection technique used saturated sampling, in which all population; i.e six companies was the sample. In addition, the data analysis technique used statistical descriptive and inferential.

Based on the result of statistical descriptive, it concluded Return On Asset, Return On Equity, Debt to Equity Ratio, and share price were fairly good.

The result of classical assumption test concluded all variables had fulfilled the assumption and there was no violation. Moreover, the result of proper model test concluded the regression model had been properly used. In addition, hypothesis result concluded Return On Asset had significant effect on the share price. On the other hand, Return On Equity and debt to Equity Ratio had insignificant effect on the share price.

Keywords: Return On Assets, Return On Equity, Debt to Equity Ratio, Share Price

